



In the Claims

AMENDMENTS

The following is a marked-up version of the claims with the language that is underlined (“___”) being added and the language that contains strikethrough (“—”) being deleted:

1.-20. (Canceled)

21. (New) A system for communicating information about an advertisement, comprising:

logic in an advertisement content server configured to receive advertisement information associated with a plurality of advertisers;

logic in an advertisement content server configured to store the information as records within defined fields;

logic in an advertisement content server configured to receive a search request from a user, the search request conforming to at least one of the defined fields;

logic in an advertisement content server configured to search the information according to the search request; and

logic in an advertisement content server configured to transmit at least a portion of the information to the user.

22. (New) The system of claim 21, wherein the system is configured to provide at least one advertiser access to the information via the Internet.

23. (New) The system of claim 21, wherein the system is configured to provide at least one advertiser access to the information via a remote database client.

24. (New) The system of claim 21, wherein at least one field includes broadcaster identification information.

25. (New) The system of claim 21, wherein at least one field includes advertiser identification information.

26. (New) The system of claim 21, wherein the system is configured to charge a fee for accessing the information.

27. (New) The system of claim 21, wherein the advertisement information includes advertisements that are available only through the advertisement content server.

28. (New) A method for communicating information about an advertisement, comprising:

- receiving advertisement information associated with a plurality of advertisers;
- storing the information as records within defined fields;
- receiving a search request from a user, the search request conforming to at least one of the defined fields;
- searching the information according to the search request; and
- transmitting at least a portion of the information to the user.

29. (New) The method of claim 28, further comprising providing at least one advertiser access to the information via the Internet.

30. (New) The method of claim 28, further comprising providing at least one advertiser access to the information via a remote database client.

31. (New) The method of claim 28, wherein at least one field includes broadcaster identification information.

32. (New) The method of claim 28, wherein at least one field includes advertiser information.

33. (New) The method of claim 28, further comprising charging the at least one advertiser a fee for accessing the information.

34. (New) The method of claim 28, further comprising receiving advertisement information that is available only through the advertisement content server.

35. (New) A computer readable medium for communicating information about an advertisement, comprising:

logic configured to instruct a programmable device to receive advertisement information associated with a plurality of advertisers;

logic configured to instruct a programmable device to store the information as records within defined fields;

logic configured to instruct a programmable device to receive a search request from a user, the search request conforming to at least one of the defined fields;

logic configured to instruct a programmable device to search the information according to the search request; and

logic configured to instruct a programmable device to transmit at least a portion of the information to the user.

36. (New) The computer readable medium of claim 35, further comprising logic configured to instruct a programmable device to provide at least one advertiser access to the information via at least one of the following: the Internet and a remote database client.

37. (New) The computer readable medium of claim 35, wherein at least one field includes broadcaster identification information.

38. (New) The computer readable medium of claim 35, wherein at least one field includes advertiser identification information.

39. (New) The computer readable medium of claim 35, further comprising logic configured to instruct a programmable device to charge a fee for accessing the information.

40. (New) The computer readable medium of claim 35, wherein the advertisement information includes advertisements that are available only through the advertisement content server.